

Message Text

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PAGE 01 STOCKH 00486 290931Z

15

ACTION EUR-12

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R 290915Z JAN 75

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC

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UNCLAS STOCKHOLM 486

FOR: BIC/OED/SAO:CEJOHNSON

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAM: IN-STORE PROMOTION, TABY CENTRUM

REF: VISIT OF CEJOHNSON TO STOCKHOLM/TABY CENTRUM,
SEPTEMBER 19, 1974

1. IN CONNECTION WITH PROPOSALS FOR IN-STORE PROMOTIONS FOR FY 76, WE ARE PLEASED TO SEND UNDER SEPARATE COVER FIVE PAPERS RELATING TO CONVERSATIONS AND EXCHANGES OF CORRESPONDENCE WITH JAN-ERIK BRANTAS OF TABY CENTRUM.
2. YOU WILL NOTE THAT IN OUR LETTER OF JANUARY 28 WE HAVE INFORMED MR. BRANTAS THAT WE ARE UNABLE TO ANSWER HIS QUESTIONS RW HIS JUNCTURE AND THAT WE ARE SEEKING ADVICE AND/OR COMMENTS FROM YOUR OFFICE.
3. MARKETING FACTORS IN SWEDEN SEEM TO INDICATE THAT IN-STORE PROMOTIONS SHOULD RESULT IN INCREMENTAL INCREASES IN EXPORT SALES OF US CONSUMER GOODS. AN IN-STORE PROMOTION AT TABY CENTRUM IS THEREFORE IN ORDER ASSUMING, OF COURSE, THAT A MUTALLY SATISFACTORY PROPOSAL CAN BE WORKET OUT. WE UNDERSTAND THAT THERE MAY BE DECREASES IN THE NUMBER OF IN-STORE PROMOTIONS AUTHORIZED IN FY 76 AND WOULD THEREFORE APPRECIATE AN EARLY RESPONSE IN ORDER TO ASSURE MR. BRANTIS OF YOUR CONTINUING INTEREST.

STRAUSZ-HUPE

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